

CLAIMS

- Sub A2)
1. A method of selecting and delivering a greeting card, including:
- 5 obtaining a document with details of a selection of available greeting cards, the document having at least one user-interactive element with which a user interacts to select a card using a sensing device adapted to transmit interaction data to a computer system;
- 10 indicating selection of a card using the sensing device;
- including a message using the sensing device; and
- 10 sending the card to a recipient address via the computer system.
2. A method as claimed in claim 1, wherein the details are presented as a list of card categories and images of the greeting cards of each category are printed for viewing in a further document by selecting the respective category using the sensing device.
3. A method as claimed in claim 1, wherein the step of including a message
- 15 comprises selecting a message from a list of messages.
4. A method as claimed in claim 2, wherein the list of messages is provided in a further document which is printed after the card is selected, the further document having associated user-interactive elements for selection of the message.
5. A method as claimed in claim 1, wherein the step of including a message
- 20 comprises recording a customised message applied with the device to a message region of the document by capturing associated interaction data transmitted during movement of the device.
6. A method as claimed in claim 1, wherein the step of sending the card includes selecting the recipient address, using the device, from an address list provided with user-
- 25 interactive elements.
7. A method as claimed in claim 1, wherein the step of sending the card includes writing the recipient address in an address field of a form using the sensing device and capturing the writing by recording the associated interaction data.

8. A method as claimed in claim 1, wherein the recipient address corresponds to a printer address and the card is delivered by printing at that address.
9. A method as claimed in claim 1, wherein the recipient address corresponds to an electronic mail address and an image of the card is delivered to that address.
- 5 10. A method as claimed in claim 1, wherein the recipient address corresponds to a street address and the card is sent to a proximate mail service for printing and delivery to the street address.
11. A method as claimed in claim 1, wherein a preview of the card and message is provided in a further document for review prior to sending.
- 10 12. A method as claimed claim 1, wherein the document includes coded data indicative of an identity of the document and of the at least one interactive element, and wherein the method includes receiving, in the computer system, indicating data from the sensing device regarding the identity of the document and a position of the sensing device relative to the document in order to identify the document and determine when
- 15 the sensing device is used to interact with the element.
13. A method as claimed in claim 12, including receiving, in the computer system, movement data regarding movement of the sensing device relative to the document.
14. A method as claimed in claim 13, including the sensing device sensing its
- 20 movement relative to the document using the coded data, and identifying the request in the computer system from the movement being at least partially within a zone associated with the interactive element.
15. A method as claimed in claim 12 which includes printing the coded data to be substantially invisible in the visible spectrum.
- 25 16. A method of enabling selection and delivery of a greeting card, including:
providing a document with details of a selection of available greeting cards, the document having at least one user-interactive element with which a user interacts to select a card using a sensing device adapted to transmit interaction data to a computer system;

receiving, in the computer system, data indicating selection of a card including a message in the selected card, the message being user specified using the sensing device; and

sending the card to a recipient address via the computer system.

- 5 17. A method as claimed in claim 16, wherein the details are presented as a list of card categories and images of the greeting cards of each category are printed for viewing in a further document when the user selects the respective category using the sensing device.
- 10 18. A method as claimed in claim 16, wherein the message is one of a number of pre-prepared messages provided in a list of messages for selection by the user.
19. A method as claimed in claim 18, wherein the list of messages is provided in a further document which is printed after the card is selected, the further document having associated user-interactive elements for selection of the message.
- 15 20. A method as claimed in claim 16, wherein the step of including a message comprises recording a customised message applied with the device to a message region of the document by capturing associated interaction data transmitted during movement of the device.
- 20 21. A method as claimed in claim 16, wherein the step of sending the card includes receiving data in the computer system indicating selection of the recipient address by a user using the device to select the address from an address list provided with user-interactive elements.
22. A method as claimed in claim 16, wherein the step of sending the card includes recording the recipient address by electronically capturing writing in an address field of a form, applied using the sensing device.
- 25 23. A method as claimed in claim 16, wherein the recipient address corresponds to a printer address and the card is delivered by printing at that address.
24. A method as claimed in claim 16, wherein the recipient address corresponds to an electronic mail address and an image of the card is delivered to that address.
25. A method as claimed in claim 16, wherein the recipient address corresponds to

a street address and the card is sent to a proximate mail service for printing and delivery to the street address.

26. A method as claimed in claim 16, wherein a preview of the card and message is provided in a further document for review prior to sending.

5 27. A method as claimed claim 16, wherein the document includes coded data indicative of an identity of the document and of the at least one interactive element, and wherein the method includes receiving, in the computer system, indicating data from the sensing device regarding the identity of the document and a position of the sensing device relative to the document in order to identify the document and determine when
10 the sensing device is used to interact with the element.

28. A method as claimed in claim 27, including receiving, in the computer system, movement data regarding movement of the sensing device relative to the document.

29. A method as claimed in claim 28, including the sensing device sensing its
15 movement relative to the document using the coded data, and identifying the request in the computer system from the movement being at least partially within a zone associated with the interactive element.

30. A method as claimed in claim 27 which includes printing the coded data to be substantially invisible in the visible spectrum.

20 31. A system for enabling selection and delivery of a greeting card, including:

a printer for printing a document with coded data and details of available greeting cards;

a sensing device for reading the coded data and transmitting interaction data, representing interaction of the sensing device with the coded data, to allow for selection
25 of a card; and

a computer system for receiving the interaction data from the device and transmitting the card to a recipient address.

32. A system as claimed in claim 31, wherein the computer system is adapted to include a message with the card, the message being user specified using the sensing

33. A system as claimed in claim 32, wherein the message is a written message and the computer system is adapted to digitally capture the written message by recording associated interaction data transmitted by the sensing device.

35. A system as claimed in claim 34, wherein the sensing device senses its own movement relative to the document using the coded data.

37. A system as claimed in claim 31, wherein the document is printed on a surface of a surface-defining structure and wherein the printer prints the document on demand.

39. A system as claimed in claim 37, wherein the coded data is substantially invisible in the visible spectrum.

40. The system as claimed in claim 31, including a database for keeping a retrievable record of each document generated, each document being retrievable by using